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**Well done and thank you for taking part in the Winchester Santa Sleigh 2019, helping to make a difference to the charities and good causes that Winchester Round Table support. We hope the money raised will make a real difference in our local communities.**

**TIMINGS**

Please ensure your volunteers are ready for a briefing at the start location at 6.00 PM, allowing us to start collections promptly at 6.15 PM. We should be at the finish location by 8.30 PM, dependent on the evening’s operations. **Can we also please ask that all volunteers are able to help for the whole duration of the evening, as this is important to allow us to cover the planned route.**

**CLOTHING**

Please ensure all volunteers are dressed suitably for the weather on the evening, are in attendance for the briefing and have received in advance, this briefing document. They will be required to walk approx. 2 miles around residential areas of the city.

If you require clarification, please consult the evening’s Winchester Round Table Santa Sleigh Committee Member who is your first port of call for any information on the evening.

**ROLE**

Your role is to work in pairs and knock on residential home doors to make them aware of the sleigh’s pending arrival down the street. You will be given a bucket for collecting money, and another bucket full of sweets to offer to children. You should always be visiting homes ahead of the sleigh. When you leave the house you have just been to, please head quickly to the members of Winchester Roundtable leading the volunteers who will indicate the next house to visit.

**DO NOT**

a) Knock on doors which display a Hampshire County Council warning saying they do not buy or sell at their doors.

b) If people ask you to leave, please do so and wish them a Merry Christmas.

c) Don’t shake those buckets (!) Winchester City Council licensing won’t let us shake them.

**WHAT TO SAY**

Make sure people know which charity you are collecting for, that you are here as part of the Winchester Round Table Christmas sleigh, and ask if there are any children in the home that would like to wave at Santa Claus.

A suggested script might be: “Hello, I’m xxx, Sorry to bother you this evening, but the Winchester Round Table Santa Sleigh is coming down this street in a few minutes, and we wanted to know if you had any children who might want to see Santa Claus? We’re giving out some sweets if they would like one? We’re volunteers from xxx charity, and were wondering if you might like to make a small donation to help local charities in the Winchester area?”.

**FAQ**

Here’s some answers for common questions that people might ask you on the doors or in the area:

a) Can I go on the sleigh? Sorry, it’s not safe for children to climb in it, but feel free to have a picture next to Santa Claus

b) Can Santa Claus come to my home? I’m afraid we need to keep moving this evening so as many people can see Santa Claus as possible.

c) You’re not coming down my street? Unfortunately we don’t have the capacity to cover every street in Winchester, but please go to the website, and request that Santa visits your road next year.

d) Where does the money go? It goes to helping local charities and good causes in Winchester.

e) What is Winchester Round Table? It’s the social and charitable club for young men aged 18-45 in the city, who also run the local fireworks every November.

For everything else and contact details for people with further queries, please ask them to email questions via the website at [www.winchestersantasleigh.co.uk](http://www.winchestersantasleigh.co.uk) or through our Facebook/Twitter.

**DISTRIBUTION OF FUNDS**

All monies collected will be bagged and sealed by representatives of Winchester Round Table on the evening and counted during the following week.

Notice of the total sum collected per evening will be made available to you by 3rd January 2020

We will take the total sum of all monies collected, divide this by the total number of adult volunteers that have been provided from all charities and all evenings, and allocate your share based on the number of volunteers provided. **As the requested number of volunteers per charity as a minimum of 10 – 15,** the allocation of funds will be capped at 20 volunteers per charity (even if more volunteers are in attendance). Children are welcome to support with the sleigh, but we do ask that they remain the responsibility of an adult on the evening.

**CONTACT AND EMERGENCY INFORMATION**

Pre and Post event, please call Graham Purse, Santa Sleigh Chairman (07887 791821) or Craig Smithson, Santa Sleigh Vice Chairman (07779 574302) or email [christmas@winchesterroundtable.co.uk](mailto:christmas@winchesterroundtable.co.uk).

On the evening, please report any issues to a member of the Santa Sleigh committee or a representative of Winchester Round Table who will be able to assist you.

**MARKETING**

We will publicise your charity name on our website at [www.winchestersantasleigh.co.uk](http://www.winchestersantasleigh.co.uk) and will use social media to highlight the cause you are collecting for during the build up and evening of the event.

We would encourage your marketing co-ordinator to reference our website, Facebook and Twitter profiles, and to use the #winchsanta hashtag in all communications relating to this.

Website: www.winchestersantasleigh.co.uk

Facebook: https://www.facebook.com/winchestersantasleigh/

Twitter: https://twitter.com/winchestersanta

Conversation: #WinchSanta